



**Code: 6425**

Family: Public Relations and Creative Arts  
Service: Operation and Construction  
Group: Engineering, Designing, and Structural  
Series: Graphics and Reproduction

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## **CLASS TITLE: DIGITAL ASSET COORDINATOR**

### **CHARACTERISTICS OF THE CLASS**

Under general supervision, coordinates and manages the library of digital assets and related databases for the Department of Fleet and Facility Management (2FM), and performs related duties as required

### **ESSENTIAL DUTIES**

- Coordinates the digital asset management (DAM) function for the Department of Fleet and Facility Management (2FM) including the ingestion, annotation, cataloging, metadata, retrieval and storage of digital assets (e.g., photographs, archived files)
- Coordinates the collection, digital file preparation, ingestion and tagging of all 2FM digital assets for the internal DAM database
- Establishes protocol and documents workflow processes relative to collecting and managing digital assets (e.g. naming, backing up, archiving, exporting files, etc.)
- Operates computer software (e.g., Extensis Portfolio, Adobe CC) to assign appropriate taxonomy to assets
- Transfers a wide variety of City photographs to dedicated servers in order to create searchable catalogs for operating departments and external users
- Selects and uploads photographs received from the Mayor's Office and creates links and passwords for users to electronically retrieve pictures
- Uses software (e.g., Adobe Photoshop, Adobe Lightroom) and printing equipment (e.g., Epson photo printers) to process, edit, and generate photographic prints for client departments and outside agencies
- Organizes and tracks photographic image requests and files copies of discs, negatives, and prints according to established guidelines
- Operates camera equipment to photograph subjects at various City events and activities, as required
- Participates in staff development training to keep abreast of emerging DAM trends and related system enhancements, as required
- Provides instruction to staff in operating departments and promotes the use of the digital asset management system, as required

**NOTE:** *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

### **MINIMUM QUALIFICATIONS**

#### **Education, Training, and Experience**

- Bachelor's degree in Library Science, Photography, Journalism or a directly related degree, plus one year of digital asset management work experience, or an equivalent combination of education, training or experience

**Licensure, Certification, or Other Qualifications**

- None

**WORKING CONDITIONS**

- General office environment

**EQUIPMENT**

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Computers and peripheral equipment (e.g., MAC and Windows XP operating systems)
- Camera and related computer equipment (e.g., Nikon camera systems, Epson photo printers)

**PHYSICAL REQUIREMENTS**

- No specific requirements

**KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS****Knowledge**

Moderate knowledge of:

- \*digital asset management (DAM) methods, practices and procedures
- \*photographic and digital editing equipment and software (Nikon camera systems, Adobe Creative Suite)
- \*applicable computer software packages and DAM systems (Extensis Portfolio, Adobe Photoshop, Lightroom)

Knowledge of applicable City and department ordinances, policies, procedures, and regulations

**Skills**

- ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- ACTIVE LISTENING - Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- TECHNOLOGY DESIGN – Generate or adapt equipment and technology to serve user needs

**Abilities**

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- CONCENTRATE - Concentrate on a task over a period of time without being distracted

- DEMONSTRATE ORIGINALITY – Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem

**Other Work Requirements**

- INITIATIVE – Demonstrate willingness to take on job challenges
  - COOPERATION – Be pleasant with others on the job and display a good-natured, cooperative attitude
  - DEPENDABILITY - Demonstrate reliability, responsibility, and dependability and fulfill obligations
  - ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
  - INDEPENDENCE – Develop own ways of doing things, guide oneself with little or no supervision and depend mainly on oneself to get things done
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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

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City of Chicago  
Department of Human Resources  
October, 2017